



Minutes
Emery County Travel Bureau
February 5, 2014
Emery County Court House / The Canyon Room
Castle Dale, Utah

Attendance:

Members: Mike McCandless, Jonathan Hunt, Ethan Migliori, Ray Jeffs, Tina Carter, Abby Jensen, and Keith Brady by Skype

Excused: Sarah Siefken, Kelly Bayles, Mark Williams

Guests: Chad Booth, Darren Kinder, Bryan Christiansen, Lamar Guymon, Jared Haddock, Trish Jensen, Patsy Stoddard, Ryan Kirby, and Monique Beeley,

- 1) **Approval of Minutes: December 4th**
A motion was made by Keith with a second by Ethan. **Motion Approved**
- 2) **Discussion of Financial report: Tina Carter**
Tina reviewed the changes to the 2014 budget with the board. The TRT Tax is up from 2012, however the TRCC tax is down from 2012. There is a possibility the numbers could change depending upon the report from the Clerk / Auditors office. Sales tax does not reflect the significant drop in TRCC.
- 3) **Discussion of Possible Recommendation for Travel Board Members:**
2 applications were received, however, neither of the applicants are contributors. Due to the lack of contributor applications this item will be tabled until the next meeting, we will also make a recommendation for the commission to table the item. A motion was made by Ethan with a second from Jonathan to table the item. **Motion Approved**
- 4) **Discussion and Possible Recommendation for Trail's Committee Member:**
Jonathan Hunt was suggested as a possible committee member. It would be beneficial to have an avid hiker on the committee. Ethan suggested taking a month to try and find someone to represent the hiking community.
- 5) **Discussion and Approval of Funding Requests:**
 - a) **Museum of the San Rafael** - Ethan motioned to approve \$3,500.00 for day trip rack cards and signage, with a second from Keith.
 - b) **Crandall Canyon Half Marathon** - Ethan motioned to approve \$1,950.00 for advertising in Grand Junction Sentinel, Facebook, and the Moab half marathon booth, with a second from Ray
 - c) **Little Grand Canyon Marathon** - Ethan motioned to approve \$3,000.00 for the purchase of rack cards to advertise at other marathons, with a second from Ray.
 - d) **EC Working Ranch Horse 4-H** - Ray motioned to approve \$3,500.00 for advertising locally and statewide, with a second from Ethan. Mike voted Na.
 - e) **Dinosaur Paleontology Quarry Dig Camp** - Ethan motioned to approve \$300.00 for advertising, with a second from Ray.
 - f) **MECCA Bicycle Club** - Ray motioned to approve \$4,500.0 for advertising and promoting the 2 separate events, with a second from Jonathan
- 6) **Discussion and Approval of Advertising Requests:**
 - a) **Outdoor Utah** - Keith motioned to approve \$5,400.00 for a half page add and a post page on their website, with a second from Ethan
 - b) **Go-Utah** - Ray motioned to approve \$2,295.00 for brochure requests, with a second from Ethan.

- c) **Utah.com** - Ray motioned to approve the partial request of \$3,000.00 for advertising on the utah.com website. Ryan was asked to come back next month with a proposal to co-op with local business for information / brochure requests. Ethan seconded the motion.
- d) **At Your Leisure** - Jonathan motioned to approve 5 stories on At Your Leisure for \$12,000.00 with a second from Ethan.

7) **Update, Discussion and Possible Recommendation of the Following:**

- a) **Film Related Projects** - Moving the film back to May / June because of the weather. They will be filming at locations in both Carbon and Emery county.
- b) **State Parks** - Golf Courses under attack again. Mike and Tina met with Vicki Virella to push for cooperation between the Utah Office of Tourism and the Utah State Parks.
- c) **Trail's Committee** - Lamar met with Hillary Gordon, Huntington City Mayor, they discussed the State Park trail system. The committee is inventorying trails, the current focus is the area south of Green River. The goal is to have the map out this summer. ▪ Green River trails committee meeting yesterday, Grand County Representatives also attended the meeting. The committee will continue to meet once or twice a month and would like one or two of the Travel Bureau members to attend their meetings. ▪ Bouldering community is having an adopt a Crag clean up day April 5th.
- d) **Potluck** - The group thanked Mike for keeping them informed. Their next meeting will be February 18th.
- e) **Museums** - Megan Wilberg was hired as the Museum director for the San Rafael Museum, and the Pioneer Museum. Tiffany Baker was also hired. They both have previous experience working in museums, and with displays. The last couple meetings have been fantastic, the board is excited to see here the museum will go in the future. ▪ The John Wesley Powell Museum has hired a museum director, he will start on Monday, February 10th. ▪ The Green River City Council recently approved installing a Tesla fueling station at the John Wesley Powell Museum.

8) **Update, Discussion and Possible Recommendation of Business TV Application**

We've got the TV's. Attorney Blackwell has the application making the final changes. Mike would like a few TV's taken out as soon as possible as "testers" to see how the installation and technical support is. The trade show displays will be displayed at the museums while they aren't being used.

9) **Discussion and Possible Recommendation of Marketing Photo Purchases**

When the guide was updated last year Tina used photo's from Outdoor Utah, those photos were \$2075.00. There is still unused photos, and we will have unlimited access to the photos. Tina plans to work with Patsy Stoddard in the future and get photos. Keith made a motion to approve the \$2,075.00 for photos, with a second by Ethan. **Motion Approved**

10) **Discussion of Old Business:** None

11) **Discussion of New Business:** None

12) **Adjourn - Thank you for coming!**